



Category 1 – Artisan - Sponsored by Fine Décor Limited

ARTISAN



Craftsmanship and handmade artistry continue to drive design. Consumers seek out purchases that link with their values, they are looking to invest in products that support their local makers and preserve their environment.

The Brief

To create designs that have an element of hand-made craftsmanship to them. This is a counter statement to sharp, graphic computer generated design. Look at traditional ways of mark making, whether researching into different print techniques (shibori printing, woodblock printing, lino



printing, monoprinting), or different painted techniques - whatever gives an interesting effect. It is all about the happy accidents and the imperfect print quality.



Experiment with different surfaces; hand-made papers, interesting textiles, rattan, grasscloth, wood effects, rusted or corroded metal...or combinations of some or all the above. Think about the finishing effects, combinations of matte and metallic inks, raised effects, iridescent inks...anything goes.

Ensure the final look is refined, it would be very easy with this

brief for the designs to look too rustic. Think about the end user and how it will fit into an interior space.



New design studios are fusing technology with traditional hand manufacturing techniques to create some innovative and beautiful design. Do the same here, computers are essential to modern designers, but use them only when really needed. The initial effects can be hand-made then scanned in to manipulate and take to the next level.

Category 2

Technical Brief

Enter as many designs into this category as you wish

- Recolouring of the same design is not acceptable as a subsequent entry
- You cannot enter the same design into more than one category
- Each design should be original and not a modified version of previous design

The physical size of your entry should measure 64cm x 64cm regardless the size of your design

The design is to be worked up to fit one of these dimensions options (table below) but can have one or more repeats within your selected option:

Think about how your design will match, straight across or off set?

| Size | Height (cm) | Width (cm) |
|------|-------------|------------|
| 1 | 52 | 52 |
| 2 | 52 | 53 |
| 3 | 64 | 52 |
| 4 | 64 | 53 |
| 5 | 64 | 64 |

DO NOT SUBMIT MULTIPLE REPEATS OF THE DESIGN OUTSIDE THE STATED DESIGN DIMENSIONS OF YOUR CHOSEN OPTION

DO NOT MOUNT THE DESIGN ON ANY SECONDARY MEDIA E.G. CARD OR BOARD

Label your artwork discreetly in pencil, with your name, contact details and University or College on the reverse of the artwork in the bottom left corner

The digital image must match your physical entries exactly and be in jpg format only
All images must be:

- 300dpi
- 10mb maximum file size
- Maximum height and/or width at 10,000 pixels

Remember to enclose your completed Entry Form and a Signed Assignment of Copyright document